

214204

May, 2019

**BBA (Industry Integrated) - II SEMESTER
Internet and Intranet (BBA/II/204)**

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A**1.** Briefly explain the following :

- (a) Gopher. (1.5)
- (b) HTML. (1.5)
- (c) FTP. (1.5)
- (d) URL. (1.5)
- (e) Internet phone and fax. (1.5)
- (f) ISP. (1.5)

- (g) Mode of information transmission. (1.5)
- (h) Interactive marketing. (1.5)
- (i) Purpose of teams in enterprise collaboration system. (1.5)
- (j) EDI. (1.5)

PART-B

- 2. (a) Explain the architecture and functioning of internet. (7.5)
- (b) What is an IP address? Explain its significance. (7.5)
- 3. (a) Differentiate between internet and intranet. (7.5)
- (b) What is e-commerce? (7.5)
- 4. (a) What is search engine? Give some examples of search engines. (7.5)
- (b) Describe various web designing tools and techniques (7.5)
- 5. (a) Explain the role of online sales force automation system. (7.5)
- (b) What is virtual organization? (7.5)

- 6. (a) Explain the role of extranet with example. (7.5)
- (b) Explain the concept and need of management information system. (7.5)
- 7. Write short notes on the following :
 - (a) Decision support system.
 - (b) Office automation system. (2×7.5=15)